

## **Informatics, Ch 4, Data Analytics: Presenting the findings**

**An Effective MMOS**, pg 192-199

1. An effective MMOS needs to contain the following elements. Elaborate briefly on each.

- a. **Accessibility**
  - When developing your online solution, consider how you can communicate our message more effectively to people with special needs. You should avoid making communication unnecessarily difficult for people with special needs, including the very young, the elderly and those with disabilities, such as low vision, colour blindness, limited mobility, limited language skills or computer skills.
- b. **Clarity**
  - Whether spoken or written, your solution's language should be clear enough for most audience members to understand. The primary goal of any solution is to convey information to the audience. If you do not convey why you concluded that your hypothesis was supported or refuted and justify this using multiple types of data, your solution will fail.
- c. **Readability**
  - i. **Typefaces**
    - Use a plain, legible typeface for body text. Use either serif (such as Times New Roman) or sans-serif (such as Ariel). Decorative, script and handwriting typefaces are not recommended.
  - ii. **White space**
    - White space is a section of a graphic representation that is empty of any colour or object, which is used to create a clean, uncluttered look and is not considered wasted space by designers. In most instances it refers to the empty parts of the screen that can be used to aid readability.
- d. **Relevance**
  - Regardless of your solution's topic, make sure you do not veer off onto another topic. Your audience is there for the stated message – your outcome. They will have little tolerance for off topic information.
- e. **Accuracy**
  - Your multimodal solution aims to educate your audience. Make sure that the information you provide is correct based on the conclusion you have drawn from investigating your hypothesis.
- f. **Useability**
  - i. **Plug-ins**
    - Plug-ins are software modules added to applications to enhance their functionality, such as browser plug ins to block pop-ups and display PDF documents.
  - ii. **Browsers**
    - Refer to the dominant browsers you open your webpage in such as; Microsoft edge, Internet explorer, Firefox, Google Chrome and Safari. When you make your webpage you need to try and make it compatible with all browsers this is nearly impossible, but you cannot design it specifically for only the one browser since your audience will be using a range of browsers and you do not know which one they will be using.
  - iii. **Hardware**
    - Hardware refers to what the audience views your webpage on, whether that be a laptop, tablet or smartphone it is impossible to cater equally for all devices, but you need to try and make your MMOS compatible for most devices.
  - iv. **Media**
    - You should avoid media that are only playable on certain platforms, such as Mac OS, or with certain players, such as Windows Media Player. Media not supported by major technology suppliers, such as Flash, should also be avoided. Restrict yourself to standard media types such as, JPG for photos or images.

**g. Timeliness**

- Your MMOS should be media-rich, and multimodal files can be large and slow to load. For it to be timely, there should be no significant delays in retrieving the information you have provided. You can do this by;
- Using thumbnail images linked to full size images
- Offer smaller (quicker to download) and larger (higher resolution) versions of media
- Split a large webpage into an index page linked to several smaller, quick-loading subpages
- Adjust the compression level for JPG pictures

**h. Completeness**

- Completeness means that the information you are presenting in your MMOS is just that, complete. You need to you present all of your findings to substantiate the conclusion you reached in Unit 3, Outcome 2.

**i. Attractiveness**

- The interface is the only part of your solution that users will see. It must be appealing, attractive and easy to use, regardless of how brilliant your information architecture is.